

Abstract

Automated electronic document design systems and method for designing and modifying product templates. When a user initiates a product design session, a product template is presented for user editing and a product description identifier is assigned to the product being designed. Document templates are assembled from individual composite elements. The individual identifiers of the component elements that make up the template being viewed by the user are associated with the description identifier. Tools are provided to allow a user to change one or more of the composite elements of the template. When a user changes an element, the identifier of the newly selected element is associated with the description identifier. Component elements of one template can be individually used, as appropriate, to prepare customized templates for another part of the same document or for different documents.